



WPTV

ORDER

Print Date 08/31/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision **309693 /**

Original Date / Revision
08/30/12 08/31/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product

Priorities USA Action

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1565**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	35	\$34,595.00	\$40,700.00	0.00
Totals	35	\$34,595.00	\$40,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	35	\$34,595.00	\$40,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/21/12	10/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$750.00		0.00			
N 2	WPTV	10/21/12	10/21/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$500.00		0.00			
N 3	WPTV	10/20/12	10/20/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



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Hiatus Dates

Original Date / Revision 08/30/12/ 08/31/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1565**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/20/12	10/20/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$1,000.00		0.00			
N 4	WPTV	10/20/12	10/20/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$500.00		0.00			
N 5	WPTV	10/18/12	10/22/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	1--1---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1--1---					2	\$300.00		0.00			
N 6	WPTV	10/17/12	10/19/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--1-1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	--1-1--					2	\$750.00		0.00			
N 7	WPTV	10/16/12	10/18/12	M-F 730-8p M-F 730-8p	CM	730-8p	-1-1---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-1-1---					2	\$1,200.00		0.00			
N 8	WPTV	10/17/12	10/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-1-1--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1-1-1--					3	\$1,200.00		0.00			
N 9	WPTV	10/17/12	10/19/12	M-F 6-630p M-F 6-630p	CM	6-630p	--1-1--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	--1-1--					2	\$3,000.00		0.00			
N 10	WPTV	10/18/12	10/18/12	M-F 530-6p M-F 530-6p	CM	530-6p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	---T---					1	\$2,000.00		0.00			
N 11	WPTV	10/16/12	10/19/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-1--1--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-1--1--					2	\$850.00		0.00			
N 12	WPTV	10/18/12	10/22/12	M-F 2-3p M-F 2-3p	CM	2-3p	1--1---	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1--1---					2	\$350.00		0.00			
N 13	WPTV	10/16/12	10/19/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	-11-1--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-11-1--					3	\$650.00		0.00			
N 14	WPTV	10/22/12	10/22/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-----					1	\$450.00		0.00			
N 15	WPTV	10/18/12	10/18/12	M-F 10-11a M-F 10-11a	CM	10-11a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1565**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	10/18/12	10/18/12	M-F 10-11a M-F 10-11a	CM	10-11a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	---T---					1	\$750.00		0.00			
N16	WPTV	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-11--	:30	4	\$950.00	P-2	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11-11--					4	\$950.00		0.00			
N17	WPTV	10/17/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	1-1----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1-1----					2	\$3,000.00		0.00			
N18	WPTV	10/16/12	10/19/12	M-F 6-7a M-F 6-7a	CM	6-7a	-1--1--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-1--1--					2	\$2,500.00		0.00			
N19	WPTV	10/17/12	10/22/12	M-F 5-6a M-F 5-6a	CM	5-6a	1-1----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1-1----					2	\$750.00		0.00			
Totals														35	\$40,700.00